

Start Here:

A Guide
For Starting Your Own
Home Party Plan
Or
Network Marketing Company

Even the best teams have a coach®

Third Edition
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Sylvina Consulting

Sylvina Consulting provides business development consulting, compensation plan design, software advisory services and more to party plan and network marketing companies. We have nearly 30 years of experience in working with more than 500 direct selling companies, including clients at the concept stage, companies in development, young businesses, and established multinational firms.

Sylvina Consulting develops, reviews and improves

- ❖ Compensation Plans
- ❖ Hostess Rewards Programs
- ❖ Fast Start Programs
- ❖ Recognition, Awards, Incentives
- ❖ Key Operating Indicators
- ❖ Website Design and Content
- ❖ Policies and Procedures
- ❖ Starter Kits
- ❖ Forms
- ❖ Founder Programs
- ❖ Sales Force Surveys
- ❖ Brochures and Catalogs
- ❖ Business Plans
- ❖ Pilot Programs
- ❖ Budgets
- ❖ Marketing Plans
- ❖ Strategic and Operational Plans
- ❖ Training Materials

We also provide:

- ❖ Product & Service Appraisals
- ❖ Industry Training
- ❖ Assistance on Acquisitions
- ❖ Business Performance Evaluations
- ❖ Executive Search
- ❖ Competitor Analysis
- ❖ Expert Witness

For direct selling companies with technology needs, Sylvina performs:

- ❖ Business Requirements Analysis
- ❖ Software and Vendor Evaluation
- ❖ Software Design
- ❖ Data Migration
- ❖ Implementation Project Management

Contact us at 503.244.8787 or visit www.sylvina.com for more information.

Author Biographies

Jay Leisner
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Jay Leisner brings over 25 years of unparalleled business experience and success to the direct selling industry.

His company, Sylvina Consulting, has provided business consulting and software consulting services to home party plan and network marketing companies since 1999.

Compensation plan design and evaluation, development of marketing and training materials, and direct selling coaching are three most frequently requested services.



Previous to launching Sylvina Consulting, Jay worked for 13 years with a major direct selling software provider as a software developer, project leader and business analyst to provide both startups and existing companies, in the USA and abroad, with customized software solutions to meet the requirements of their businesses.

Along the way while helping them, Jay learned the secrets of successful direct selling companies.

In true entrepreneurial spirit, Jay's decision to start Sylvina Consulting was driven by what he saw as a need in the marketplace for answers, advice, and solutions.

His in-depth experience working with major companies and new enterprises, his broad knowledge of this marketing channel and his understanding of many types of businesses, have earned Jay the respect and admiration of direct selling companies, peers, and employees alike.

Victoria Dohr
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Before joining Sylvina Consulting in 2005, Victoria Dohr had an impressive 30 year career in sales, marketing, advertising, public relations, and telecommunications.

Victoria also had 5 years of direct selling experience as an Independent Mary Kay Consultant.

Victoria helps direct selling owners and executives to stay focused on what matters most. She has been commended by many on her consistent follow-up that helps clients to stay on course.

Direct selling is a perfect fit for Victoria. She enjoys sharing her perspectives and suggestions with new and established companies. Her desire to help companies overcome issues and obstacles is not just a job; it's a passion.



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Start Here!

"The vitality of thought is in adventure. Ideas won't keep. Something must be done about them."

*Alfred North Whitehead
British mathematician, logician and philosopher*

Using This Guide

"Start Here" is your instruction guide to help you in the construction of your home party plan or network marketing business. The fact that you have purchased this guide demonstrates that you are ready for your new adventure and that you want your business to be as successful as possible.

Sylvina Consulting developed this guide for you because of the volume of questions we've been asked over the years about "how" to create a direct selling business and "where" to begin.

While there is much in common between a direct selling business and other types of businesses, "Start Here" addresses the differences.

In addition to selling products and/or services, you will also offer an income opportunity to help others. At Sylvina Consulting, our business is helping you.

To begin, welcome to the exciting world of direct selling!

This guide was written to give you a well-grounded start on your new direct selling business. Each chapter includes essential information, a series of thought-provoking questions to direct you to action, examples and suggested next steps.

Most businesses emerge from either enthusiastic love of an idea or desire for money, but you can have both. When your passion is supported with a plan, your enthusiasm will remain strong while you manage your business development project effectively.

This guide provides you with a path while helping you to blaze your own trails!

If you are thinking about starting a direct selling company, beginning to create one, or have opened your doors for business but something is missing, this guide is for you.

Like a day planner, “Start Here” should be easily accessible so that you can update it with new ideas as you think of them. In it, you can write down what’s most important to you in one place instead of relying upon your memory or numerous note pads.

As the old Chinese proverb says, “The palest ink is better than the best memory.”

This guide is divided into chapters. In each chapter, you will read information and answer important questions to help you to build your business.

You may find some questions that you can’t answer now or answer fully and that’s OK. This is your work in progress, your dream taking shape. What you write down now is just a beginning.

If you are unable to answer a question, skip it and go onto the next question. Don’t worry if you can’t complete every chapter. As you travel through the guide, your vision will become clearer as you define your company in more detail.

In the last chapter, there is a checklist that includes each of the groundwork activities to be performed by you in the guide. As you complete an activity, tick it off in the checklist.

Answering the questions will help you to see where you need assistance.

You may have noticed that “Start Here” is not bound like a book. Instead, it’s in a binder that is large enough to be the home for all of your thoughts and the materials you will collect for your business.

Don’t lose great ideas in your daily shuffle!

When you see or hear something that makes you think, “Wow, this is a great idea for my business”, print it out or write it down and insert it into the appropriate section of the guide for future reference.

As you progress through this guide, you will have questions. Write them down in the “Questions for Sylvina” pages at the end of each chapter.

Following each of the pages for questions, there is a page for notes. Use them to jot down ideas that will come to you as you read the guide.

There is important information in every chapter. We are excited for you and look forward to helping you to realize your dream.

This guide will help you by asking you for your answers to two kinds of questions, those you've thought about and others you haven't yet asked.

In California's early gold rush days, miners knew the gold was there, but they were unaware of many of the obstacles that were ahead of them. Even so, they forged ahead, many without adequate supplies, information or even maps.

"Start Here" will help you to avoid unforeseen obstacles by providing you with a map to get you to your gold. While this guide includes great information and examples, you will be asked questions and as you answer them, you will move closer and faster to your ultimate goal.

By using this guide, you will learn about each of the components needed to create a direct selling company. As you move forward through the guide, you will assess yourself, your team, and your plan.

You will see clearly the areas in which more work is needed so that you can prioritize your next steps.

Answering Your Questions

In the back of each chapter, we have provided pages in which you can write down your questions.

Sylvina Consulting can help you to design, build and launch your company. The information you write into your guide will be helpful to us both.

Getting Advice

As you look for resources to give you advice on your business, you may talk with people you know personally or to others referred to you by friends.

You may have an attorney or a general business consultant that you've used for other projects with whom you have an established rapport. While they may be helpful with general business issues, direct selling companies are not like all others.

It is wiser to include sources of support who have experience working with many direct selling companies like yours.